



For Immediate Release 2006

Bold Bromeliad Brings the Beauty of the Rainforest to Any Home Decor

(San Diego) – From bedposts and cookie jars to pillows and drapery, the exotic shape of the Pineapple has livened up American homes for decades. Now its compelling cousin, the Bromeliad, is lending its flair and versatility to interior spaces. Deliciously intense and with an array of juicy color choices, the Bromeliad thrives in tropical rainforests, clinging to trees or rocks or nestled on the ground. Bring it indoors, and it makes a beautiful design element within any home décor theme.

“The Bromeliad is very versatile. It can look contemporary, retro or even country. You can dress it up for the occasion. It’s a true chameleon,” says Dutch floral designer and educator René van Rems AIFD, founder of René van Rems International in Vista, California.

Out of about 3,000 species of Bromeliad, there are more than 100 varieties available for the home and garden at retail stores and garden centers. *Guzmania* is one of the most popular, according to Kent’s Bromeliads, the largest Bromeliad grower in the United States.

“*Guzmania* is very fashionable as a house plant. It has a real presence and comes in many vibrant colors,” says Michael Kent, who runs the Vista, California-based family business with his brothers Larry and Jeff Kent.

Guzmania is tall with shiny leaves. Colorful bracts (leaves) shoot up from its center. Like all Bromeliads, the color comes in the foliage, not the flower — one reason it offers color for months at a time and makes it a natural as a house-plant.

Ease of care is another plus that makes the Bromeliad ideal for the indoors. “Bromeliads are like goldfish—they don’t require much. Just feed and water them once in a while, and they thrive. And they’re phenomenal in low light areas, so they’re perfect for interiors,” says van Rems.

The Bromeliad can be adapted to fit any décor. “The beauty of this plant is that it has no gender or age barriers. Unlike chrysanthemums or mums, which were your grandmother’s favorite, Bromeliads are so universal in appeal, they fit anywhere and anyone,” van Rems explains.

How to Add to Any Décor with the Brilliant Bromeliad

To embellish an interior with Bromeliads, René van Rems recommends starting with the décor at hand and taking it from there.

1. *Cultivate a Colorful Personality* – Pick a color that works with your interior. With Bromeliads, you have a lot of choices. Orange is more hip, trendy and young, and great for decorating all year long. Where pastels, such as mauves and soft burgundy greens are favored by women, a more masculine environment calls for red or orange. Yellow is goof proof in today's world, great in the kitchen and a great counter point to just about any color scheme.
2. *Contain the Look* – You have a beautiful Bromeliad; now harmonize it with your interior by putting it into a fitting container. To complement youthful Ikea-type furnishings, consider a metal ice bucket. Another contemporary option is a glass cube. Bromeliads even work with country décor when placed in a basket. And, because Bromeliads have a small root system, you can place them in smaller pots that really allow the plant to show off.
3. *Accessorize* – To dress the plant up, put something on top of the soil. Spanish moss, twigs, river rock, bark or marbles work beautifully. Country décor might call for decorative birds. Top a Southwestern terracotta container with bits of broken terracotta. Be creative.
4. *Find a Prime Location* – Now, it's all about location. You can place a Bromeliad just about anywhere, except in full sunlight. Study your interior and try your Bromeliad creation in different places, looking for harmony or counter point of color and shape. For an interesting, more contemporary look, put three of the similar plant treatments right next to each other in a row, instead of here and there. Bromeliads also make successful centerpieces, so consider creating a dish garden adding another plant or two to keep your Bromeliad company.

##